

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventors:	Scott Faber, et al.	Examiner:	Daniel Lastra
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Title:	Apparatus and Method for Recruiting, Communicating with, and Paying Participants of Interactive Advertising		

Mail Stop Appeal Brief
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

SUMMARY OF THE CLAIMED SUBJECT MATTER

In response to “Notification of Non-Compliant Appeal Brief,” mailed November 25, 2008, Appellant submits this separate paper, in accordance with MPEP 1205.03 (B), to provide a summary of the claimed subject matter as required by 37 CFR 41.37(c)(1)(v) and to provide mapping between independent claims 1, 16 and 31 and the specification and drawings as requested in the “Notification of Non-Compliant Appeal Brief.”

SUMMARY OF CLAIMED SUBJECT MATTER

In one embodiment, a system provides a customer interface screen (e.g., 500, Figure 3) to advertise interactive seminars (e.g., 510, Figure 3). The advertisement in the customer interface screen indicates whether or not the interactive seminar is currently open (e.g., 502 and 504, Figure 3). The advertisements contain links (e.g., 502, Figure 3) which can be selected by customers to request connections with the respective advertisers to join the interactive seminars that are currently open. The connections may be voice connections or video connections (e.g., lines 19-22, page 8), through which the advertisers would have a live conversation with the customers (e.g., the last two lines of paragraph [00027], page 6). The advertisements further present the advertisers’ reward offers (e.g., 512, Figure 3) to compensate the time of the

customers, based on duration of participation in the interactive seminars. The system tracks the duration of the customer participation based on the duration of the communication connections provided via the advertisements and compensates the customers based on the rates the advertisers offered to reward the customers (e.g., paragraphs [00036-00037], pages 10-11). In one embodiment, during the interactive seminars the system also enables the customers to make purchases from the advertisers and to pay for the purchases by deducting from the rewards (e.g., paragraph [00041], page 12).

Independent claim 1 recites a method comprising: providing a list of advertisements (e.g., 510 and 506 of Figure 3; lines 10-12 of paragraph [00032], page 9) to be displayed to a user, wherein one or more of the advertisements comprise a link (e.g., 502 of Figure 3; lines 7-9 of paragraph [00035], page 10) to be selected by the user to establish a telephonic connection (e.g., lines 1-2 of paragraph [00036], page 10; paragraph [00038], page 11) to conduct a real time, person to person, live communication (e.g., line 19 of paragraph [00027], page 6; lines 11-14, page 8) between the user and an advertiser, a rate (e.g., 512 of Figure 3; lines 3-6 of paragraph [00037], page 11) to compensate the user to conduct the real-time, person to person, live communication with the advertiser (e.g., lines 4-5 and 9-13 of paragraph [0007], page 2), and an indicia (e.g., 502 and 504 of Figure 3) of whether the advertiser is currently available for real-time, person to person, live communication with the user; receiving, from the user, a selection of the link from the list of advertisements (e.g., 730 of Figure 7; lines 2-3 of paragraph [00039], page 11); responsive to the selection of the link (e.g., lines 6-7 of paragraph [0043], page 13), establishing the telephonic connection (e.g., lines 4-7 of paragraph [00044], page 13) for a session of real time, person to person, live communications (e.g., line 2 of paragraph [00044], page 13) between the user and the advertiser to advertise one or more items (e.g., 740 of Figure 7; lines 1-2 of paragraph [00036], page 10); compensating (e.g., 754 of Figure 10 and 770 of Figure 9) the user based on the rate and a duration (e.g., lines 6-7 of paragraph [00047], page 14) of the real time, person to person, live communications between the user and the advertiser to generate a balance to be paid to the user (e.g., lines 9-11 of paragraph [00041], page 12); and during the session, allowing the user to purchase (e.g., 754 of Figure 13 and 782 of Figure 14; lines 1-5 of paragraph [00041], page 12) the one or more items advertised by the advertiser in the session of real time, person to person, live communications by deducting (e.g., lines 8-9 of paragraph [00041], page 12) from the balance to be paid to the user.

Independent claim 16 recites a computer readable storage medium (e.g., lines 1-4 of paragraph [00026], page 5) including program instructions that direct a computer to perform a method comprising: providing a list of advertisements (e.g., 510 and 506 of Figure 3; lines 10-12 of paragraph [00032], page 9) to be displayed to a user, wherein one or more of the advertisements comprise a link (e.g., 502 of Figure 3; lines 7-9 of paragraph [00035], page 10) to be selected by the user to establish a telephonic connection (e.g., lines 1-2 of paragraph [00036], page 10; paragraph [00038], page 11) to conduct a real time, person to person, live communication (e.g., line 19 of paragraph [00027], page 6; lines 11-14, page 8) between the user and an advertiser, a rate (e.g., 512 of Figure 3; lines 3-6 of paragraph [00037], page 11) to compensate the user to conduct the real-time, person to person, live communication with the advertiser (e.g., lines 4-5 and 9-13 of paragraph [0007], page 2), and an indicia (e.g., 502 and 504 of Figure 3) of whether the advertiser is currently available for real-time, person to person, live communication with the user; receiving, from the user, a selection of the link from the list of advertisements (e.g., 730 of Figure 7; lines 2-3 of paragraph [00039], page 11); responsive to the selection of the link (e.g., lines 6-7 of paragraph [0043], page 13), establishing the telephonic connection (e.g., lines 4-7 of paragraph [00044], page 13) for a session of real time, person to person, live communications (e.g., line 2 of paragraph [00044], page 13) between the user and the advertiser to advertise one or more items (e.g., 740 of Figure 7; lines 1-2 of paragraph [00036], page 10); compensating (e.g., 754 of Figure 10 and 770 of Figure 9) the user based on the rate and a duration (e.g., lines 6-7 of paragraph [00047], page 14) of the real time, person to person, live communications between the user and the advertiser to generate a balance to be paid to the user (e.g., lines 9-11 of paragraph [00041], page 12); and during the session, allowing the user to purchase (e.g., 754 of Figure 13 and 782 of Figure 14; lines 1-5 of paragraph [00041], page 12) the one or more items advertised by the advertiser in the session of real time, person to person, live communications by deducting (e.g., lines 8-9 of paragraph [00041], page 12) from the balance to be paid to the user.

Independent claim 31 recites an online incentive-based advertising system comprising: a user interface (e.g., 500 of Figure 3) to provide a list of advertisements (e.g., 510 and 506 of Figure 3; lines 10-12 of paragraph [00032], page 9) to be displayed to a user, wherein one or more of the advertisements comprise a link (e.g., 502 of Figure 3; lines 7-9 of paragraph [00035], page 10) to be selected by the user to establish a telephonic connection (e.g., lines 1-2

of paragraph [00036], page 10; paragraph [00038], page 11) to conduct a real time, person to person, live communication (e.g., line 19 of paragraph [00027], page 6; lines 11-14, page 8) between the user and an advertiser, a rate (e.g., 512 of Figure 3; lines 3-6 of paragraph [00037], page 11) to compensate the user to conduct the real-time, person to person, live communication with the advertiser (e.g., lines 4-5 and 9-13 of paragraph [0007], page 2), and an indicia (e.g., 502 and 504 of Figure 3) of whether the advertiser is currently available for real-time, person to person, live communication with the user; a processor (e.g., 302 of Figure 2) to, responsive to a selection of the link from the list of advertisements (e.g., 730 of Figure 7; lines 2-3 of paragraph [00039], page 11), establish the telephonic connection (e.g., lines 4-7 of paragraph [00044], page 13) for a session of real time, person to person, live communications (e.g., line 2 of paragraph [00044], page 13) between the user and the advertiser to advertise one or more items (e.g., 740 of Figure 7; lines 1-2 of paragraph [00036], page 10); a compensation unit to compensate (e.g., 754 of Figure 10 and 770 of Figure 9) the user based on the rate and a duration (e.g., lines 6-7 of paragraph [00047], page 14) of the real time, person to person, live communications between the user and the advertiser to generate a balance to be paid to the user (e.g., lines 9-11 of paragraph [00041], page 12); and a unit to allow the user to purchase (e.g., 754 of Figure 13 and 782 of Figure 14; lines 1-5 of paragraph [00041], page 12), during the session, the one or more items advertised by the advertiser in the session of real time, person to person, live communications by deducting (e.g., lines 8-9 of paragraph [00041], page 12) from the balance to be paid to the user.

Respectfully submitted,

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/John P. Ward/

John P. Ward
Reg. No. 40,216

GREENBERG TRAURIG, LLP
CUSTOMER NUMBER **72262**
1900 University Avenue, Fifth Floor
East Palo Alto, CA 94303
Phone: (650) 328-8500